

Blaenau Gwent Tourism Development Grant

The Blaenau Gwent Tourism Development Grant is funded by UK Government's Shared Prosperity Fund and managed by Blaenau Gwent County Borough Council. The Grant aims to support the growth and development of new and existing businesses within the Hospitality and Tourism sectors.

WHO CAN APPLY

- Blaenau Gwent based businesses or businesses relocating to the area within the Hospitality and Tourism sectors.
- Small and Medium Sized Businesses e.g., those employing less than 249 people.
- Sole traders, Partnerships, Limited Companies, Co-operatives, Limited Liability Partnerships and Others.
- The grant is aimed at tourism and hospitality businesses such as B & B's. Holiday Lets, Guest Houses, Hotels, attractions, venues, guides, and activity providers.
- Businesses with projects that meet at least one of the below key project deliverables.

KEY PROJECT DELIVERABLES

Applications will be assessed and scored against the following key outputs of the scheme (at least one priority must be met). Projects that result in job creation will be given priority due to the outputs and outcomes associated with the relevant intervention of the Shared Prosperity Fund.

- Jobs created.
- Jobs safeguarded.
- Economic Impact i.e., local supply chain opportunities.
- Green Energy & Decarbonisation.
- Growth, Increase in turnover, future proofing.
- Use of Innovation & Technology to improve productivity or Service.
- Delivering new and better visitor facilities.
- Diversification and new developments.
- All projects should support at least one of the themes in the Blaenau Gwent Destination Management Plan
 - Business Development
 - Challenging and Changing Perceptions
 - Partnership Working
 - Research and Analysis
 - Skills
 - Transport
 - Business Tourism
 - Culture & Heritage including Home of the NHS and Genealogy
 - Events
 - Green, Outdoor Tourism Including outdoor activities and trails.
 - Town Centres

PROJECT EXPENDITURE

- **Examples of eligible capital costs include** - IT hardware – laptops, screens, PDA; solar panels, EV charging points, upgrade of existing lighting /heating systems to green options; Marketing materials, Website & ecommerce site; new ensuite facilities, increased capacity, and upgrades.

- **Examples of eligible revenue expenditure include** Training – face to face or online, consultancy fees, purchase of advertising, licences, Marketing Support, Social Media support including optimisation of existing, Development of Apps.
- **Examples of ineligible expenditure include** staff costs, vehicles, VAT, or any other taxes, hire/lease purchases, extended credit agreements/finance leases; repair, maintenance, and decoration costs (unless part of a major upgrade) etc.; contingency fees, working capital costs such as rent, rates, admin, stock; costs of works being carried out as a legal statutory requirement.
- **No expenditure should be incurred before grant approval, as the grant cannot be awarded retrospectively.**
- **All projects should support local tourism in Blaenau Gwent.**

GRANT SUPPORT

- 50% of eligible and reasonable costs up to a maximum of £50,000. Ex VAT
- Applications for both revenue and capital costs will be accepted.
- Minimum grant £1,000 (project spend at least £2,000). All grant project costs must exclude VAT.

APPLICATION PROCESS

- Initial expression of interest form providing an outline of project, if accepted then: -
- Application form and cash flow forecast accompanied by:
 - Business Plan required for new business start-ups.
 - 2 comparable quotations for each item included in application.
 - 12-month cash flow forecast.
 - Financial accounts i.e., audited accounts or 12 management accounts.
 - Payroll list required for existing businesses (to include job title and number of hours per week - personal details to be anonymised).
 - Evidence of match funding i.e., business bank statement.
- The application guidance notes should be **read and understood in full** before application is submitted.

OUTCOME OF APPLICATION

- Applicants will be notified within 4 weeks of submission of **all** application documentation.
- Successful applicants must accept the terms and conditions of the grant by signing and returning the certificate of acceptance within 14 days of the date of the offer letter.
- Grant will not be offered or paid if the business is in arrears with any payment to the Local Authority

The Blaenau Gwent Tourism Development Grant is discretionary and dependent on the availability of funds. It is not a statutory function and there is no right of appeal. The Council is not obliged to enter any further discussions for the reason for refusal.

PAYMENT OF GRANT

- All items listed in the application must be purchased within 12 weeks of date of grant approval, or within the financial year of approval'. Any extension to this timescale must be requested in writing but all monies must be spent within the relevant financial year.
- Confirmation that all statutory procedures (e.g., building regulations, planning consent, food hygiene, etc.) must be in place before grant is awarded to the business.
- The grant money will be paid direct into the bank account of the applicant business after receipt of original invoices, bank statements to confirm payment and satisfactory completion of monitoring visits.
- Should the project not proceed within the period stipulated in the offer letter the grant would automatically lapse.

MONITORING

- Applicants will be required to provide documentary evidence for any jobs that have been created and/or safeguarded as a result of funding i.e., payroll list, self-declarations, and any other information requested.
- Blaenau Gwent CBC will continue to monitor the outputs of awarded grants and will contact you to request updated information as and when required.
- Successful applications may be included in follow up marketing and case studies.
- For Tourism related projects applicants must be part of an accredited scheme or be willing to work towards a relevant accredited scheme such as Visit Wales Quality Grading or similar schemes if eligible.

For further information on the scheme, please contact the Business & Innovation Team, Blaenau Gwent CBC

Tel: 01495 355700 Email: business@blaenau-gwent.gov.uk

www.blaenau-gwent-businesshub.co.uk



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